

**REMARKS**

As indicated above, this is a Preliminary Amendment for the RCE filed herewith.

Claims 12 and 15 - 22 are currently pending in this patent application, claims 12, 15 and 18 being independent claims. Claims 1 - 11, 13 and 14 are canceled without prejudice or disclaimer.

Claims 12, 15 and 18 have been amended, and claim 20 and 21 have been added in order to more particularly point out, and distinctly claim the subject matter to which the applicants regard as their invention. The applicants respectfully submit that no new matter has been added.

In the outstanding Action, the following rejections are set forth:

- (1) claims 1 - 3, 5 - 7 and 10 - 20 are rejected under 35 U.S.C. §102(e) as being anticipated by Arellano (U.S. Patent No. 6,694,482); and
- (2) claim 8 is rejected under 35 U.S.C. §103(a) as being unpatentable over Arellano (U.S. Patent No. 6,694,482) in view of Lewis (U.S. Patent No. 5,355,472).

The applicant respectfully requests reconsideration of these rejections.

The claims, as amended, now more particularly recite that the auxiliary data are (vocal) narration data relating to a program prologue and a program epilogue that are generated utilizing contents profile data. Since the program prologue and epilogue can be generated as (vocal) narration data based on the contents profile data and also on the client information, information that suitably meets the client's needs can be delivered and advertisement effect can be enhanced.

As discussed in the last Amendment filed for this case, the primary reference of Arellano merely teaches a system for creating interactive multimedia contents. Arellano takes a user's profile into consideration for preparing the contents. However, in Arellano there is no teaching that (vocal) narration data is generated for the auxiliary data, which exhibits sufficient effect at a minimum processing load.

Accordingly, the claimed invention is not anticipated by Arellano because not all the claimed elements, as now recited in the claims filed herewith, are found in exactly the same situation and united in the same way to perform the identical function in Arellano's system.

In view of the above, the withdrawal of the outstanding anticipation rejection under 35 U.S.C. §102(e) based on Arellano (U.S. Patent No. 6,694,482) is in order, and is therefore respectfully solicited.

As to the outstanding obviousness rejection, the secondary reference to Lewis merely teaches hypertext generating system. Lewis does not however disclose that the auxiliary data are provided as (vocal) narration data. Thus, even if *arguendo* the cited references may be combined in the manner suggested by the Examiner, such combined teachings would still fall far short in fully meeting the claimed invention. Accordingly, a person of ordinary skill in the art would not have found the applicants' claimed invention obvious under 35 U.S.C. §103 based on the teachings of Arellano and Lewis, singly or in combination.

In view of the above, the withdrawal of the outstanding obviousness rejection under 35 U.S.C. §103(a) based on Arellano (U.S. Patent No. 6,694,482) in view of Lewis (U.S. Patent No. 5,355,472 A) is in order, and is therefore respectfully solicited.

In view of the aforementioned amendments and accompanying remarks, claims, as amended, are in condition for allowance, which action, at an early date, is requested.

If, for any reason, it is felt that this application is not now in condition for allowance, the Examiner is requested to contact the applicants undersigned attorney at the telephone number indicated below to arrange for an interview to expedite the disposition of this case.

U.S. Patent Application Serial No. 10/617,352  
PRELIMINARY AMENDMENT  
filed w/ RCE, February 27, 2008

In the event that this paper is not timely filed, the applicants respectfully petition for an appropriate extension of time. Please charge any fees for such an extension of time and any other fees which may be due with respect to this paper to Deposit Account No. 01-2340.

Respectfully submitted,

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Enclosures: Request for Continued Examination (RCE)  
Petition for Extension of Time (One Month)